



# BRITISH-AMERICAN TOBACCO COMPANY LTD

## MEMORANDUM

To	From
R L O Ely Esq	M J Leach
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Ref.	Date
MJL/PR	20 June 1984

### BRITISH MEDICAL ASSOCIATION

We have been discussing the implications of the recent House of Lords debate on the RCP report and I am writing to suggest we should get together with Martin Cannon, Ray Thornton and John Russell shortly, when we know more about TAC's attitude towards the campaign that the BMA are apparently keen to develop against tobacco. There could well be implications for BATCo.

For the House of Lords debate, and since the TAC eventually decided not to take action we explored the possibilities open to BAT. RPL made an approach to Lord Gainford once it was known who would be speaking in the debate. In the event, Lord Gainford did not feel he could make a useful contribution.

There is a number of points that arise from this project and I have been discussing them with Martin Cannon, Ray Thornton and John Russell:

1. On an ad hoc basis it will continue to be difficult for BAT to encourage a Peer or MP to take part in a debate. We will have a better chance of success if we seek such support as part of a continuing relationship. As we have said before, we cannot suddenly expect friends to rally to our support if we have not cultivated friendships. So there is much to be said for a continuing Parliamentary programme run by BAT.
2. BAT should certainly be in a position to brief Parliamentarians verbally and to give them background material. But in addition, it is particularly important to provide them, as they expect, with succinct briefs which identify clearly the points we wish to make. Otherwise, we shall find ourselves hamstrung when the need arises to present our case effectively.
3. Martin believes that members of the House of Commons will remain the primary Parliamentary audiences with which BAT should constantly seek to establish a sound relationship. But this is not to say we should neglect those in the House of Lords who have expressed interest in us.
4. The new information about anomalies is likely to prove very useful to us.
5. Ray, who attended the Lords debate, says he was surprised by the rather arrogant views of the medical Peers who spoke and by the number of out of date views expressed. He is writing a separate note to us.

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6. Working remain the team leaders for Parliamentary activity relating our UK interests, including smoking and health issues. Millbank lead on developing country issues.
7. TAC is currently discussing a possible approach to a common position on the smoking and health issue. Martin is drawing attention in TAC to the BMA campaign and we will note the implications of the TAC's views for BAT.
8. In summary, the Lords debate has served to highlight the desirability of pursuing Parliamentary relationships and of creating circumstances in which we can enlist the support at short notice of Parliamentary allies.
9. Once Martin knows the TAC position, perhaps we could take the opportunity to discuss the BMA campaign, its implications for BAT, and what action BATCo should be taking.

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c.c. G K Richardson Esq ✓  
Dr R E Thornton  
M G Cannon Esq  
J Russell Esq  
P.A. Department

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**BAT Industries document for Province of British Columbia 29 October 1999**